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TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

U.S. Travel Data Center

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TRAVEL REPORTED STRONG DURING THIRD QUARTER 1979

The 1979 National Travel Survey reveals that *more than 170 million trips and 386 million person-trips* away from home were taken by U.S. adults (age 18+) during third quarter, 1979. This represents a *substantial increase over* second quarter totals of 118 million trips and 270 million person-trips.

An average of 45.8 million U.S. adults took one or more trips to places 100 miles or more away from home during each month of the third quarter of 1979, representing 30 percent of the total population of the United States. Two-thirds of all person-trips recorded for the third quarter (July, August, September) were for vacation purposes, and the majority of total travel occurred over a weekend. A "trip" is recorded when one or more members of a household travel 100 miles or more away from home together; a "person-trip" refers to one person on a trip.

The GREAT LAKES COUNTRY produced more person-trips this quarter than any of the eight U.S. travel regions, with one-fourth of the total. The SOUTH remained the most popular travel destination, capturing 23 percent of both trips and person-trips. *Almost half of all third quarter travelers utilized commercial accommodations*, with 41 percent staying at the homes of friends or relatives.

Personal motor vehicles (auto, truck, rv) continued to dominate as the major means of transportation, used for 82 percent of all person-trips. Thirteen percent of all travel was taken by air, with only five percent reported for all other modes.

These findings result from the U.S. Travel Data Center's *1979 National Travel Survey: Third Quarter Report*. This survey has been developed by the Data Center to yield continuing indicators of U.S. travel activity. Information is gathered on all basic aspects of U.S. travel activity from a monthly national probability sample of 1,000 U.S. adults. The reports, issued on a quarterly basis, summarize total U.S. travel, covering air and auto travel, business/convention travel, vacation travel, and more. The 70-page *Third Quarter Report* is sent to members of the Data Center and is available to others for $15 (plus $2 shipping and handling). Non members, please enclose payment with order.

ENERGY SUPPLIES THE KEY TO 1980 TRAVEL OUTLOOK

There may be a return of gas lines during the summer of 1980, and the cost could rise to $1.50 per gallon. Petroleum-fed inflation and a stagnating economy could produce a decline in air travel, but vacation travel by automobile could continue to grow in this environment. Inflation and oil fuel shortages also cast clouds over the food and lodging outlook for 1980, though visitation to the U.S. by European and South American travelers is expected to grow dramatically.

The *1980 Travel Outlook Forum*, co-sponsored by The Travel Research Association and the U.S. Travel Data Center, examined these and other significant trends in all major sectors of the travel industry. The latest *Proceedings* of this important annual seminar is now available, and includes presentations, charts, tables and list of attendees.

Perspectives on the 1980 outlook for travel and tourism are provided by the Chairman of the U.S. Senate Energy Regulation Subcommittee, the Exxon Corporation, American Airlines, American Express Company, Harris, Kerr, Forster & Co., 3M National Advertising, *Travel Agent* magazine, Amtrak, U.S. Travel Service, U.S. Travel Data Center, and others. The 190-page *1980 Travel Outlook Forum Proceedings* is sent to all members of the Data Center, and is available to others for $30 (plus $2 shipping and handling). Non members, please enclose payment with order.

IMPACT OF GAS SHORTAGE STUDIED

Discover America Travel Organizati .s (DATO) has commissioned the U.S. Travel Data Center to conduct the only comprehensive, nationwide survey of the impact of the 1979 gasoline shortage on travel industry business receipts and employment. "It is important to us to have reliable data on the effects of the shortage to help convince government officials responsible for gasoline allocations and price regulations that they need to consider the needs of the American traveler and the travel industry during such periods," according to William D. Toohey, DATO President.

State travel offices are assisting in the survey by choosing a sample of 500 travel industry establishments representative of all travel facilities in their state. Results of this important survey will be available in two months.

PUBLICATIONS AVAILABLE

Measuring Performance in Small Hotels is a special analysis by Laventhol & Horwath for the American Hotel & Motel Association. The report is designed to assist the operations of smaller hotels and motels in analyzing their operations. Such factors as the impact of inflation, market data, source and distribution of the revenue dollar, and performance measurements are discussed. The booklet is available free of charge from the Director of Publications, Laventhol & Horwath, 1845 Walnut Street, Philadelphia, PA 19103.

Historic Preservation Bibliography is a publication of the Heritage Conservation and Recreation Service (HCRS), U.S. Department of the Interior. It is a listing of HCRS publications that provide technical assistance and guidance to states and localities for managing cultural resources and developing historic preservation programs. The bibliography covers the historic American buildings survey, national register of historic places, and technical preservation services. This booklet is available for $1.75 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Refer to stock number 024-016-00113-3.

NEW MEMBERS

The U.S. Travel Data Center is pleased to welcome new 1980 members. The membership categories listed are those inititated in January, 1980, as announced in the December, 1979 issue of TRAVEL PRINTOUT: Local Organization (L); Full Subscriber (FS); and Limited Sub-

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scriber (LS). For more information on the new membership and subscriber categories, please contact the Data Center. New members include: *Academic Travel Abroad* (L), Washington, D.C.; *Beverly House Hotel* (LS), Beverly Hills, CA; *University of Georgia* (LS), Athens, GA; *Metro Dade County Department of Tourism* (L), Miami, FL; *Philadelphia Convention & Visitors Bureau* (L), Philadelphia, PA; *University of New Orleans* (LS), New Orleans, LA; and *Richard J. Newman Associates* (L), Champaign, IL.

AIR FARES DOMINATE TRAVEL PRICE RISE

The cost of travel in the U.S., as measured by the Travel Price Index (TPI), rose *1.9 percent* in December, faster than the increase posted in November. For comparison, the Consumer Price Index (CPI) rose *1.1 percent* on a seasonally unadjusted basis in December, faster than the increase in November.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 256.3 in December (1967=100).

Airline fares dominated the travel price advance in December with an increase of 5.8 percent for the month, larger than the increase in November. Intercity train fares and gasoline both posted an increase of 2.3 percent. Other increases in December were recorded for lodging while out of town and intercity bus fares, both up 0.9 percent from the previous month. Food away from home and taxicab fares also showed increases in December, up 0.8 percent and 0.6 percent, respectively. Entertainment services indicated an actual decline, down 0.2 percent for the month.

The TPI has increased 21.9 percent since December, 1978 compared to a 13.3 percent advance in the CPI for the same period. Gasoline led all other components with a 52.2 percent rise, followed by airline fares and intercity train fares, with increases at 30.0 percent and 22.6 percent, respectively for the year. Other increases for the year were intercity bus fares (16.0 percent), lodging while out of town (15.7 percent), taxicab fares (14.9 percent) and food away from home (11.4 percent). Incidentals and entertainment services indicated the smallest increases at 6.6 percent and 5.8 percent, respectively.

VISITOR VOLUME AT NATIONAL PARKS

Region	November, 1979 visits[1] (thousands)	Change from October, 1979 (percent)	Change from November, 1978 (percent)	1979-78 Year-to-date change (percent)
Eastern Gateway	482.6	-53.0	19.4	1.5
Far West	2,130.5	-27.2	3.6	-0.1
Frontier West	1,084.3	-22.7	5.7	-7.9
G. Washington Country	4,660.3	-40.5	27.1	-0.7
Great Lakes Country	128.9	-80.8	-10.1	20.5
The Islands	455.2	-5.0	-0.9	1.8
Mountain West	648.7	-55.0	-2.1	-16.6
New England	490.2	-55.0	-2.5	.7
South	5,292.4	-29.3	-1.9	-2.8
TOTAL	15,373.1	-36.9	7.4	-3.0

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	November, 1979	% Change from October, 1979	% Change from November, 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales[1]				
Hotels, motels and other lodging places	$2,023 million	-0.2	14.3	16.8
Amusement and recreation services	$2,330 million	3.8	22.2	10.7
Eating and drinking places	$6,588 million	1.5	9.7	8.8
Gasoline service stations	$6,889 million	1.8	30.6	20.0
Demand for commercial lodging				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$682.3 million	-12.9	-1.6	0.6
Highway traffic volume[4]				
Main rural road vehicle-miles	42.7 billion	-7.9	-2.9	-2.1
Airline passenger traffic[5]				
Domestic revenue passenger-miles	15.4 billion	-4.0	7.5	12.1
International revenue passenger-miles	3.7 billion	-15.6	12.6	22.0
Rail passenger traffic[6]				
Amtrak passenger-miles	319.7 million	5.2	-6.4	19.5
Bus passenger traffic[7]				
Intercity passenger-miles	N/A	N/A	N/A	N/A
Domestic demand for motor gasoline[8]				
Barrels per day	6,758 thousand	-3.8	-8.4	-3.7
Public use of National Parks[9]				
Visits	15,292,000	-37.8	-0.3	-0.8
Overnight stays	548,100	-43.4	-10.9	-9.1
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Mexico	N/A	N/A	N/A	N/A
From Canada	615,403	-27.5	5.3	-10.9
Citizen departures to Europe[11]	181,000	-38.6	1.3	1.4

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol & Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [5]All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Class I regular route and charter service. Source: American Bus Association. [8]Preliminary; Source: U.S. Department of Energy. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. [11]Estimated by U.S. Department of Transportation.

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